

# homeTOWN

KEARNEY/GRAND ISLAND

## ADVERTISING RATES – 2012

(Mailed to 15,000 homes quarterly. Price per home in parentheses)

	1x	2x	4x
<b>1/6 PAGE</b>	\$395 (2.6¢)	\$345 (2.3¢)	\$296 (1.9¢)
<b>1/4 PAGE</b>	\$495 (3.3¢)	\$435 (2.9¢)	\$371 (2.5¢)
<b>1/3 PAGE</b>	\$595 (4.0¢)	\$525 (3.5¢)	\$446 (3.0¢)
<b>1/2 PAGE</b>	\$795 (5.3¢)	\$705 (4.7¢)	\$596 (4.0¢)
<b>FULL PAGE</b>	\$1,495 (9.9¢)	\$1,395 (9.3¢)	\$1,121 (7.4¢)
<b>HEADER</b>	\$200 (1.3¢)	\$150 (1.0¢)	\$100 (0.6¢)

## PREMIUM POSITIONS

	1x	4x
<b>1/4 PAGE INSIDE FRONT COVER</b>	\$695 (4.6¢)	\$595 (4.0¢)
<b>1/2 PAGE INSIDE FRONT COVER</b>	\$895 (5.9¢)	\$795 (5.3¢)
<b>1/2 PAGE BACK COVER</b>	\$995 (6.6¢)	\$895 (5.9¢)
<b>FULL BACK COVER</b>	\$1,695 (11.3¢)	\$1,595 (10.6¢)
<b>COVER BRAND TIE-IN</b> ASK ABOUT AVAILABILITY	\$700 (4.7¢)	

## FILE FORMATS ACCEPTED

**ADOBE INDESIGN (VERSION CS4 or earlier)**

**QUARK XPRESS (VERSION 6.0 or earlier)**

With Quark and InDesign files, please include the following with the live file:

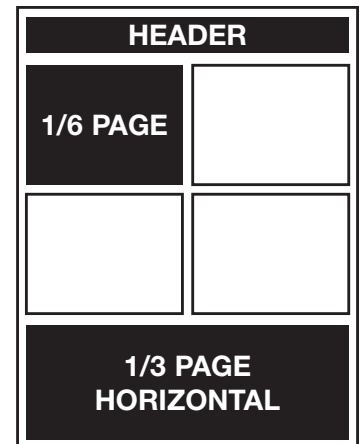
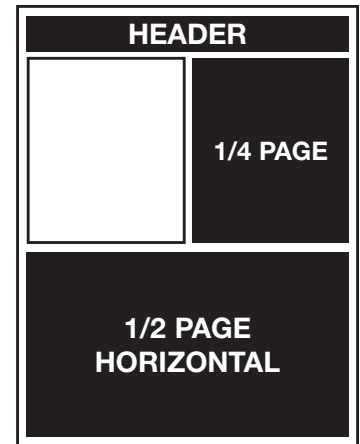
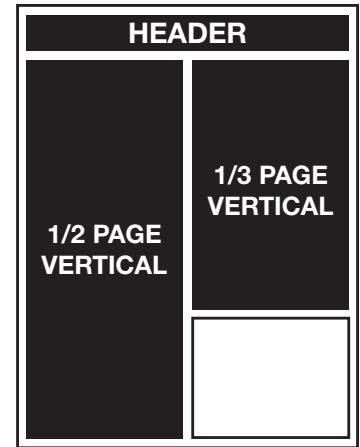
- Include all of the fonts (both screen and printer fonts) used in the document.
- Each font family must be in its own suitcase.
- Include all imported image files in .TIFF or .EPS format.
- For best results, images should be placed in your document at 100% with an effective resolution of 300 ppi.

**ADOBE ILLUSTRATOR (VER. CS4 or earlier)**

**.EPS FILES**

**.PDF FILES (Press-ready)**

**.TIFF FILES (300 dpi CMYK)**



AD SIZE	DIMENSIONS
Full Page Deluxe	7.875 x 9.875
Full Page	7.875 x 9.25
Header Ad	7.875 x .875
Back Cover	7.875 x 8.125
1/2 Back Cover	7.875 x 4
1/2 Page Horizontal	7.875 x 4.5
1/2 Page Vertical	3.812 x 9.25
1/4 Page	3.812 x 4.5
1/3 Page Horizontal	7.875 x 2.916
1/3 Page Vertical	3.812 x 6.083
1/6 Page Square	3.812 x 2.916



CERTIFIED DELIVERY



**Payment Terms: We accept Visa and Mastercard or Business Check.**

50% down on contract and balance due with proof • Future issues: Payment in full on final proof or your ad will not run